

**POWER OF ATTORNEY
OR
REVOCATION OF POWER OF
ATTORNEY WITH A NEW POWER OF
ATTORNEY AND
CHANGE OF CORRESPONDENCE
ADDRESS**

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| Application Number | 09/490,362 |
| Filing Date | 1/24/2000 |
| First Named Inventor | GOLDEN, Steven M. |
| Title | PROCESS FOR THE DISTRIBUTION AND REDEMPTION OF COUPONS |
| Art Unit | 3622 |
| Examiner Name | ALVAREZ, Raquel |
| Attorney Docket Number | 095199-0108 |

I hereby revoke all previous powers of attorney given in the above-identified application.

I hereby appoint:

☒ Practitioners associated with the Customer Number:

87102

OR

☐ Practitioner(s) named below:

| Name | Registration Number |
|------|---------------------|
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as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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| <input type="checkbox"/> Firm or Individual Name | | | |
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| Country | | | |
| Telephone | Email | | |

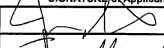
I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.

Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/98)

SIGNATURE of Applicant or Assignee of Record

| | | | |
|-------------------|--|-----------|----------------|
| Signature |  | Date | 5/14/2009 |
| Name | James Morawetz | Telephone | (212) 219-1497 |
| Title and Company | Senior VP for NEWS AMERICA MARKETING PROPERTIES LLC | | |

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.